

*New York*

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# NEW YORK

Dear Subscriber:

The neighbor who waters the plants when you're away ... the night girl at your answering service ... the cast member who gets you house seats ...

... how much a friend means to us New Yorkers! And to grapple them to our souls with hoops of steel (Shakespeare), how much a unique present means. A year of NEW YORK, for example.

To herald the holly and mistletoe time this year, our magazine is now offering reduced rates.

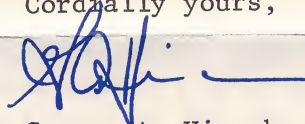
Your first gift (or a year's extension of your own subscription) is just \$8.

Each additional gift will cost you only \$5, for a saving of nearly half.

Your gift is trumpeted with a nifty new card designed by Milton Glaser and Seymour Chwast's Push Pin Studios, just back from their show at the Louvre, yet. It's inscribed with your name any way you want, and it's mailed in time for your friends to put it on the mantel during the holidays, with their first issue.

If the prospect of facing Fifth Avenue this year leaves you a little unnerved -- budget-wise, crowd-wise, time-wise -- the enclosed card can guarantee your sanity. But please, don't tuck it away in some safe place for the future. You'll only forget the card's there, and we cannot send you another.

Cordially yours,



George A. Hirsch  
Publisher

GAH:dn

P.S. On the back, a list of people we all know that may trigger thoughts of your own. GAH

To whom might you give NEW YORK? To anyone whose survival you care about.  
For starters ...

- your weekend hosts down in Bucks County
- the friend whose "Naked Carmen" you haven't returned yet
- the kids you share the beach house with
- the fellow commuter who always borrows your copy
- the newcomer in the office
- the guy who walks your Lhasa apso
- the "unknown" you're hoping to get a painting from free
- the three other mothers in the kids' car pool
- the family you've taken on through VISTA
- the chairman of your cooperative
- your karate instructor
- the guy who helped you make up your résumé
- your instructor down at the New School
- the couple fixing up the brownstone next door
- the fellow hometowner who's just off the bus
- the night girl at your answering service
- anyone you know with a boat
- other losers in your investment club
- the neighbor who waters the plants when you're away
- that nice gal you met on jury duty
- the guy who approves your margin account
- the friends who put you up when you're caught in town
- the other three in your foursome
- the classmate you keep promising to call
- the neighbors you park the kids with
- anyone you know with a box at the opera
- your bookie
- the cast member who gets you house seats
- the little man who does your tax return
- the gallery owner who's promised you a show one day
- anyone you know who keeps a car in town
- the decorator who gives you ideas free
- your account representative at Master Charge
- the friends you're seeing "Scrooge" with at the Music Hall
- the guy you're trying to get the mortgage from
- the couple you make the scene with at Escadrille
- anyone you know with a charge account at Tiffany's
- the friend who put you on to Listerine, Ban or Axion
- the broker with tips that pan out
- the guy who nominated you at the country club
- the man at the liquor store who cashes your checks
- the stagehand who's sneaking you into Dame Judith's "Hamlet"
- your hairdresser, barber, dentist, psychiatrist or anyone  
else whose waiting room is still stocked with Collier's ...

... and, of course, there's always the family, so they'll understand,  
maybe, why you insist on living here.

GAH



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